REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present amendment is being made to facilitate prosecution of the application.

I.   STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-28 are pending. Claims 1, 12, 13, and 24-28, which are independent, are hereby amended. Support for this amendment is provided throughout the Specification as originally filed, specifically at page 45.

No new matter has been introduced by this amendment. Changes to the claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

II.   REJECTIONS UNDER 35 U.S.C. §101

Claims 25-28 were rejected under 35 U.S.C. § 101, as being directed to non-statutory subject matter. Claims 25-28 are amended, thereby obviating the rejections.

Applicants respectfully submit that claims 25-26 recite "means plus function" elements that are statutory subject matter.

III.   REJECTIONS UNDER 35 U.S.C. §102(e) and §103(a)

Claims 1-10, 12-22, and 24-28 were rejected under 35 U.S.C. § 102(e), as being anticipated by U.S. Patent No. 6,263,352 to Cohen (hereinafter, merely "Cohen").

Claims 11 and 23 were rejected under 35 U.S.C. §103(a), as allegedly

unpatentable over Cohen in view of U.S. Patent No. 6,014,638 to Burge et al. (hereinafter,

merely "Burge").

Claim 1 recites, *inter alia*:

"...**previewing the generated one or more pages, any changes
made on the one or more pages during previewing being
automatically incorporated**..." (Emphasis added)

Applicants respectfully submit that nothing has been found in Cohen or Burge,

taken alone or in combination, that would teach or suggest the above-identified features of claim

1. Specifically, the art used as a basis of rejection does not teach or suggest previewing the

generated one or more pages, any changes made on the one or more pages during previewing

being automatically incorporated, as recited in claim 1.

Indeed, claim 1 recites a previewing feature that allows automatic incorporation

of changes made during the previewing step. None of the references relied upon by the Office

Action teaches or suggests the above-identified features of claim 1.

Applicants submit that Cohen is directed to a completely different system than

that of the present invention. Cohen relates to a store builder wizard to guide a merchant through

a series of questionnaires designed to extract information pertaining to the merchant's business.

For example, the questionnaires might be written as a series of HTML documents that require the

merchant to enter data concerning the business' address, inventory, pricing, preferred method of

payment, and so forth. The answers to the questions are stored in a data file. The Cohen system

uses a page generator to create active server pages (ASPs) that form the **customized storefront**.

The page generator creates the active server pages from a set of templates that are generic to

formation of online storefronts and uses the merchant data collected by the store builder wizard

as input to the templates to thereby convert the templates to ASPs that are customized according

to the merchant's input. The active server pages are stored together to form an active server

application that supports the merchant's storefront. The templates are written in a combination of

hypertext language and scripting language. The active server templates are thereby akin to

active server pages. However, unlike ASPs, the active server templates specify an additional,

higher order scripting level that distinguishes a second level of code by a new delimiter.

During creation of the storefront, the page generator reads an active server

template file and converts it to a scripting program having executable lines of code derived from

the higher-order level of instructions denoted by the new delimiters. The page generator then

executes the scripting program using the merchant data as input to produce a customized active

server page. The resulting active server page contains the hypertext language and the lower-

order level of instructions in the scripting language denoted by the original delimiters.

Applicants submit that the disclosure of a merchant using a questionnaire to create

a customized storefront is distinct from the present invention, which recites retrieving web site

data including pre-created industry content from an external data source in accordance with the

generated description of the web site; generating one or more pages of the web site based upon

the description of the web site and the retrieved web site data; previewing the generated one or

more pages, any changes made on the one or more pages during previewing being automatically

incorporated; remotely executing an application that may or may not retrieve web site data such

that whether content is retrieved is a function of the remotely executed application; and

presenting the generated web site, as recited in claim 1.

Therefore, for at least these reasons, Applicants respectfully submit that

independent claim 1 is patentable.

Independent claims 12, 13, and 24-28 are similar, or somewhat similar, in scope and are therefore patentable for similar reasons.

III.   DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above, and are therefore patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

Similarly, because Applicants maintain that all claims are allowable for at least the reasons presented hereinabove, in the interests of brevity, this response does not comment on each and every comment made by the Examiner in the Office Action. This should not be taken as acquiescence of the substance of those comments, and Applicants reserve the right to address such comments.
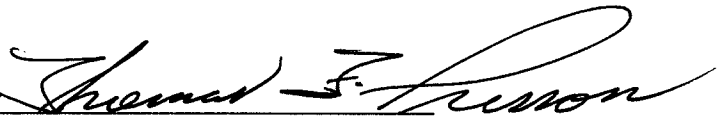

CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited references, it is respectfully requested that the Examiner specifically indicate those portions of the references providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Applicants respectfully submit that all of the claims are in condition for allowance and request early passage to issue of the present application.

Respectfully submitted,

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